ABSTRACT

A method of optimizing the value of an entity includes:

A. identifying a number of exchange elements which are offered to a
constituent by the entity;

B. associating a cost to the entity with each of the exchange elements;

C. summing the exchange element cost to the entity for the constituent to
obtain a total exchange element cost;

D. identifying a number of behaviors of the constituent;

E. associating a value with each of the behaviors;

F. summing the value of the behaviors associated with the constituent to
obtain a total behavior value;

G. quantifying the value contributed to the entity by the constituent by
subtracting the total exchange element cost from the total behavior value;

H. determining an experience of the constituent to at least one of the
exchange elements offered by the entity;

I. obtaining data relative to the constituent's mindset regarding the
experience;

J. identifying on or more value exchange gaps based on the data;

K. determining behaviors of the constituent which result from the experience
and the mindset data;

L. linking particular exchange elements to particular resulting behaviors of
the constituent; and

M. adjusting the exchange elements to cause the constituent to exhibit
behaviors which are more valuable to the entity than previous behaviors.